Interactive Multimedia Presentations

Primary Career Cluster:	Arts, A/V Technology & Communications
Consultant:	Casey Haugner Wrenn, (615) 532-4879
Course Code(s):	5897, 3752, or 3639
Recommended Prerequisite(s):	Keyboarding, Computer Applications (5891/3638/3721)
Credit:	1
Grade Level:	11-12
Aligned Student Organization(s):	Skills USA: http://www.tnskillsusa.com Brandon Hudson, (615) 532-2804, Brandon.Hudson@tn.gov
Teacher Resources:	http://www.tn.gov/education/cte/Career_Clusters/artstech.shtml

Course Description

The student will be proficient in using interactive multimedia tools to develop digital communication presentations. Creative design, persuasive communications, and language arts skills are applied through research, evaluation, validation, written, and oral communication. Typography, layout and design guidelines are applied. Copyright laws and ethical practices are reinforced in creating and formatting various presentations that require imported data/graphics, digital, audio, and video clips. Team development will also be stressed as students work on multimedia project(s). Laboratory facilities and experiences simulate those found in business and industry. *(This course requires a computerized workstation for each student with presentation management software and tools provided.)*

Course Standards

Standard 1.0

The student will develop and apply concepts related to human relations, safety, career development, communications, and leadership skills for a global workplace.

The student will:

1.1   Demonstrate sensitivity to personal, societal, corporate, and governmental responsibility to community and global issues.
1.2   Demonstrate the interpersonal, teamwork, and leadership skills needed to function in diverse business settings, including the global marketplace.
1.3   Communicate effectively as writers, listeners, and speakers in diverse social and business settings.

1.4   Apply the critical-thinking and soft skills needed to function in students' multiple roles as citizens, consumers, workers, managers, business owners, and directors of their own futures.

1.5   Analyze and follow policies for managing legal and ethical issues in organizations and in a technology-based society.

1.6   Investigate the life-long learning skills that foster flexible career paths and confidence in adapting to a workplace that demands constant retooling.

1.7   Assess personal skills, abilities, aptitudes, and personal strengths and weaknesses as they relate to career exploration and apply knowledge gained from individual assessment to research and develop an individual career plan.

1.8   Examine the goals and principles of Future Business Leaders of America.

1.9   Investigate online and office safety procedures and pass a written safety examination with 100% accuracy.

1.10   Demonstrate parliamentary procedure through office staff/chapter organizational meetings.

1.11   Apply appropriate typography concepts to industry documents.

Sample Performance Task

➤   Design and produce a team project on legal and ethical issues that includes issues and penalties for plagiarism, copied text that does not require permission, and copied data that requires permission and the process used in obtaining permission. Obtain formal permission for use of quotations, art form, design, music, and photographs. Develop and present a total team project utilizing various technology components and appropriate typography concepts.

Standard 2.0

The student will demonstrate a comprehension of the terminology materials, technologies, media, and components and their working relationship utilized within the industry.

The student will:

2.1   Define and use interactive multimedia presentation terminology.

2.2   Examine components, use, and evaluation of a portfolio.

2.3   Describe the basic components of an interactive multimedia presentation and their working relationships.

2.4   Analyze audio and video media.

2.5   Describe examples of digital media such as:
   a.   graphics
   b.   digital photography
   c.   video
   d.   sound
   e.   music
   f.   animation
   g.   motion

2.6   Recognize the various types of formats that can be found in a project.

Sample Performance Task

> ➢ The student will collect and identify the various types of digital media. Each example should provide the file size, file type and source of the media. Assessment will be done through the portfolio.

Standard 3.0

The student will research and apply knowledge of copyright within the industry.

The student will:

3.1   Apply copyright laws and their applications to text, visual art, design, music, and photography.
3.2   Prepares copyrighted text in a document that may be permissibly reproduced with attribution.

Sample Performance Task

> ➢ Design and produce an interactive multimedia project on legal and copyright issues that includes issues and penalties for plagiarism, copied data with permission and the process used in obtaining permission. Obtain formal permission for use of a quotations, art form, design, music, and photographs. Develop and present a total team interactive multimedia project utilizing various technology components.

Standard 4.0

The student will research and apply typography, composition, and layout/design concepts and guidelines for preparation of various projects.

The student will:

4.1   Analyze and synthesize composition processes in the production of various projects.
4.2   Analyze and apply principles of typography in the production of various projects.
4.3   Illustrate how to apply typographical commands to text.
4.4   Evaluate the effectiveness of typography in publications.
4.5   Contrast and compare, using the following criteria, the typography from at least two print sources:
　　　a. composition techniques
　　　b. different type styles
　　　c. different types of justification
4.6   Analyze and apply concepts of layout/design principles using various print sources:
　　　a. special affects techniques
　　　b. thumbnail sketches
　　　c. guides, rulers, scales, menus, pallets
　　　d. text alignment, elements positioning, rules of page design for printed text
　　　e. margins, gutters, tabs, letter spacing, tracking, leading, and headings
　　　f. columnar grid setup
　　　g. style formulation
　　　h. master page construction

        i.   spot color and process color to text and graphics
        j.   continuity and form in publications

4.7   Illustrate gradations in shapes and blend colors.

4.8   Illustrate methods of importing and exporting original text and graphics.

4.9   Draw and edit objects through incorporating fills, borders, graphic boxes, illustrations, images, tables, charts (shapes and lines).

4.10   Proofread and edit projects for format, mechanics, and clarity.

Sample Performance Task

➢   Have students illustrate at least three font styles and appropriate application of each. Using different backgrounds contrast and compare the typography of each.

Standard 5.0

The student will organize information and communicate ideas by visualizing space.

The student will:

5.1   Demonstrate design and layouts using storyboard techniques.

5.2   Create simple illustrations.

5.3   Demonstrate development of layouts applying elements of line, shape, texture, and value to create form and space.

5.4   Demonstrate the ability to use computer software to identify, create, and manipulate surfaces, scale, rotation, zoom, shading, and layout.

5.5   Identify elements styles of animation, art, sketching, and drawing to enhance and express information and communicate ideas.

5.6   Demonstrate the ability to operate camera, import digital media, and manipulate the media.

Sample Performance Tasks

➢   Assign teams to apply concepts of digital imaging to create a multimedia product.

Standard 6.0

The student will relate and apply artistic knowledge, skills, and techniques to the production of various projects.

The student will:

6.1   Analyze a variety of different media resources.

6.2   Develop continuity and form in multimedia.

6.3   Connect the various techniques utilized in software applications, such as photo editing, music sampling, graphic animation, etc.

Sample Performance Task

➢   Create a multimedia product which complies with industry standards.

Standard 7.0

The student will communicate ideas and information using a multimedia presentation to target audiences for a variety of purposes.

The student will:

    7.1   Demonstrate the ability to communicate information to a target audience for a specific purpose in print, art, and/or speech.

    7.2   Apply concepts of persuasive communication skills to target audiences using various media.

    7.3   Compare and contrast the power of digital communication with a traditional communication presentation.

Sample Performance Task

➢   Students select a target audience and a topic that relates that audience. They will research information and present a multimedia presentation with accompanying oral commentary to fit the target audience. Presentation ancillaries to the commentary will be given to the audience.

Standard 8.0

The student will evaluate the purposes, functions, and features used in preparing digital communication.

The student will:

    8.1   Compose, organize, and edit a presentation incorporating text, imaging, audio, video, and graphic software.

    8.2   Investigate various products that can be designed and published using multimedia software.

    8.3   Compose, organize, and edit information using keyboard, scanner, Internet, audio input device, and a digital camera.

Sample Performance Task

➢   Utilize keyboard, scanner, Internet, audio input device and digital camera to incorporate text, imaging, audio, video, and graphics into a 30-second public service announcement.

Standard 9.0

The student will collaborate with peers, experts, and others to develop a finished interactive project.

The student will:

    9.1   Define team roles.

    9.2   Define team norms.

    9.3   Identify the components of an interactive multimedia project.

    9.4   Select a project topic.

    9.5   Design a map or storyboard for the topic/project.

9.6   Create or acquire the necessary graphics, digital photography or video.
9.7   Develop or acquire sound and/or music.
9.8   Create an animation.
9.9   Locate or create content.
9.10   Develop a project.
9.11   Present the finished product to an audience.
9.12   Assess the finished product and evaluate team process.
9.13   Incorporate the use of copyright laws, including use of attribution.

Sample Performance Task

  ➢   Create a presentation for a school. The finished product should include all aspects of the school environment (teachers, students, classes, sports, extra-curricular, etc.). Team building should include the creation of areas of specialty (graphics, sound, content, etc.) and a management structure. Specific timelines should be created, posted, and monitored.